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May 2, 1997

Mr. William F. Caton, Acting Secretary
FEDERAL COMMUNICATIONS COMMISSION
Room 222
1919 M Street, NW
Washington, DC 20554

Re: Petition for Rule Making
New FM - Channel 271A
Sardis, Mississippi

Dear Mr. Caton:

Enclosed please find an original and five copies of a Petition for Rule Making, filed by DELTA RADIO, INC., requesting the allotment of FM Channel 271A to Sardis, Mississippi, as that community's second local FM service.

If this proposal is ultimately adopted, DELTA RADIO, INC., will promptly apply for authority to construct and operate a new station on the proposed channel.

An additional copy of the first page of the petition is enclosed. Please date-stamp and return to us in the enclosed postage-paid envelope.

If there are any questions, please advise.

Respectfully submitted,

DELTA RADIO, INC.



Larry G. Fuss
President

enclosures (as above)

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**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

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In the Matter of)
)
Amendment of Section 73.202(b)) MM Docket _____
Table of Allotments,) RM - _____
FM Broadcast Stations)
(Sardis, Mississippi))

To: The Chief, Allocations Branch

PETITION FOR RULE MAKING

Comes now DELTA RADIO, INC., (hereafter "Petitioner"), pursuant to Section 1.401 of the Commission's Rules, and respectfully petitions the Commission to amend the FM Table of Allotments, 47 C.F.R. 73.202(b), to allocate FM Channel 271A to Sardis, Mississippi, as that community's first local FM service.

Proposal of Petitioner:

	<u>Channel Numbers</u>	
<u>City</u>	<u>Present</u>	<u>Proposed</u>
Sardis, Mississippi	---	271A

In support of this proposal, the following information is herewith submitted for consideration:

Sardis is an incorporated community located in Panola County in northwestern Mississippi, approximately 150 kilometers north of Jackson, Mississippi. The city population is 2,278 and the county population is 29,996 ^{1/}. It is one of two county seats of Panola County. Currently, there are no broadcast stations (AM, FM or TV) licensed to serve Sardis, Mississippi. Adoption of this proposal will provide Sardis with its first local broadcast service.

Attached hereto and made a part of this petition is a Technical Exhibit in support of the requested allotment. Based on the information contained therein, it appears that the requested channel could be allocated to Sardis, in full compliance with the minimum distance separation requirements of Section 73.207(b) of the Commission's Rules, with a site-restriction as specified in the Technical Exhibit.

If this proposal is adopted, Petitioner will promptly apply for authority to construct and operate a new FM broadcast station at Sardis, Mississippi. If a construction permit is granted, Petitioner will promptly construct and operate the proposed station.

^{1/} Population figures from the 1990 U.S. Census.

In accordance with Section 1.52 of the Commission's Rules and Regulations, I hereby certify that I have examined the foregoing Petition for Rule Making and the attached Technical Exhibit and that both are true and correct to the best of my knowledge and belief.

WHEREFORE, it is respectfully requested that the instant petition be granted and that the FM Table of Allotments, Section 73.202(b), be amended as requested herein.

Respectfully submitted,

DELTA RADIO, INC.

A handwritten signature in cursive script, appearing to read "Larry G. Fuss".

Larry G. Fuss, President
P.O. Box 1438
Cleveland, MS 38732
(601) 846-0929
(601) 843-0494 (Fax)

April 30, 1997



Contemporary Communications

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P.O. BOX 1787 □ CLEVELAND, MS 38732**

TECHNICAL EXHIBIT

**IN SUPPORT OF
PETITION FOR RULE MAKING
NEW FM - CHANNEL 271A
SARDIS, MISSISSIPPI**

DELTA RADIO, INC.

Prepared April 30, 1997

**CONTEMPORARY COMMUNICATIONS
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TECHNICAL EXHIBIT

IN SUPPORT OF PETITION FOR RULE MAKING NEW FM - CHANNEL 271A SARDIS, MISSISSIPPI

DELTA RADIO, INC.

INTRODUCTION

This Technical Exhibit supports the petition of DELTA RADIO, INC., seeking to amend the FM Table of Allotments, Section 73.202(b) of the Rules, by allocating FM Channel 271A to Sardis, Mississippi, as that community's first local FM channel.

ALLOCATION

A study was performed using the computerized SEARCHFM frequency search program and the current FCC/NTIS database to determine if Channel 271A could be allocated in compliance with the minimum distance separation requirements of Section 73.207(b) of the Commission's Rules. The study included all applicable co-channel, adjacent-channel and IF separations. The results of that study indicate that Channel 271A may be allocated to Sardis in full compliance with Section 73.207(b), provided a site-restriction approximately 6 kilometers southeast of the community were imposed.

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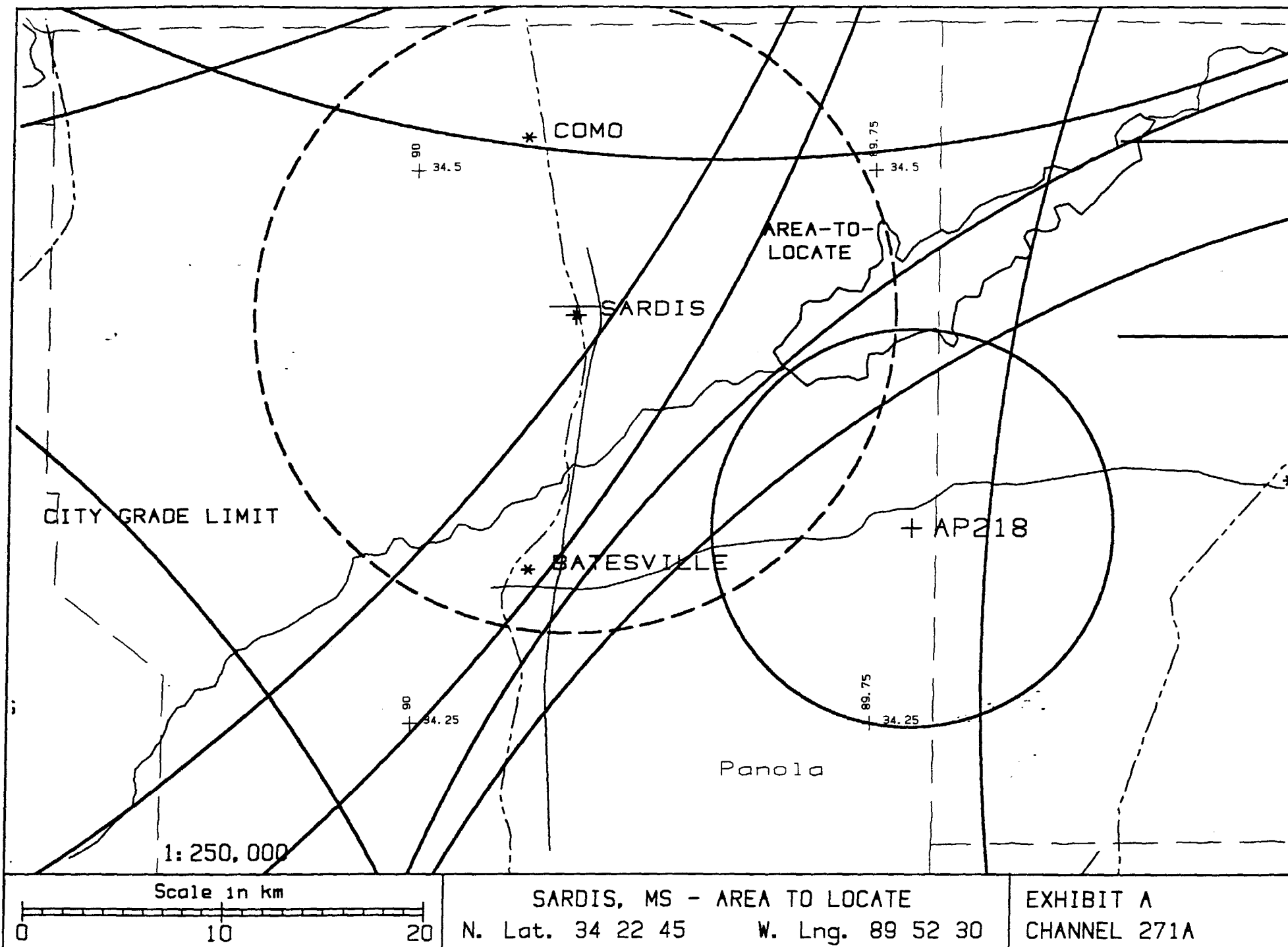
The "area-to-locate" for Channel 271A is indicated on Exhibit A, attached hereto. The exhibit depicts the required separation arcs from all pertinent co-channel and adjacent channel stations and allocations. As indicated, there is ample area in the vicinity of Sardis in which to locate a transmitter site. Assuming maximum Class A facilities (6 kw @ 100 meters above average terrain), a transmitter site at any location within the "area-to-locate" would enable the proposed station to provide adequate city-grade (70 dBu) coverage to the entire city, in full compliance with Section 73.315(a) and (b).

CONCLUSION

The proposed change in the table of allotments will not create a short-spacing to any existing station, pending application or vacant allotment, and will not require the reallocation of any station, pending application or vacant allotment.

A copy of the separation study for Channel 271A is attached hereto as Exhibit B and made a part of this report (only those stations and channels sufficiently close for concern are noted therein).

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CONTEMPORARY COMMUNICATIONS
BROADCAST CONSULTANTS

EXHIBIT B

SARDIS MISSISSIPPI
NEW FM DROP-IN SEARCH

REFERENCE
34 22 45 N
89 52 30 W

CLASS = A
Current Spacings

DISPLAY DATES
DATA 04-25-97
SEARCH 04-26-97

----- Channel 271 - 102.1 MHz -----

Call	Channel	Location	Dist	Azi	FCC	Margin
N. Lat.	W. Lng.	Power	HAAT			
ALOPEN AL	272C2	Brinkley	AR	106.02	302.5	106.0
34 53 15	90 51 15	N	0.000 kW	0 M		0.02
					960131	
AP272 AP	272A	Calhoun City	MS	74.28	132.6	72.0
33 55 32	89 16 57	ZCN	1.250 kW	77 M		2.28
		H. & G. C., Inc.		BPH960111AY	961004	
AP218 AP	218A	Oxford	MS	14.21	108.6	10.0
34 20 18	89 43 43	CN	2.000 kW	172 M		4.21
		American Family Association		BPED951010MB	960529	
KQMC FM AP	272C2	Brinkley	AR	110.93	306.6	106.0
34 58 10	90 51 07	CN	50.000 kW	150 M		4.93
		Tri-County Broadcasting Compa		BPH951013ID	951106	
ALOPEN AL	272A	Calhoun City	MS	78.00	138.2	72.0
33 51 18	89 18 41	N	0.000 kW	0 M		6.00
		18905			930210	
		WO= 920921				
WEGR LI	274C1	Memphis	TN	89.05	2.5	75.0
35 10 52	89 49 56	CY	100.000 kW	274 M		14.05
		S.E. Licensee G.P.		BLH3596	970408	
WFTA LI	270C2	Fulton	MS	123.55	95.6	106.0
34 15 46	88 32 24	CN	50.000 kW	146 M		17.55
		Itawamba County B/Casting Co.		BLH870707KC	960311	
WZYQ.C CPM	270A	Mound Bayou	MS	94.59	234.3	72.0
33 52 49	90 42 24	CN	6.000 kW	100 M		22.59
		Mound Bayou Radio		BMPH960708IB	970418	
KIYS LI	270C	Jonesboro	AR	189.99	337.2	165.0
35 57 14	90 41 41	CN	100.000 kW	323 M		24.99
		Duke Radio Broadcasting, Inc.		BLH910426KB	940401	

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CERTIFICATION

State of Mississippi)

County of Bolivar) ss.
)

I, Larry G. Fuss, do hereby certify as follows:

- 1) I am a qualified and experienced broadcast consultant. I have been actively involved in the broadcast industry since 1972 and currently hold a lifetime FCC General Class Radio Telephone License (License No. PG-8-8450).
- 2) I have prepared numerous applications and rule making petitions which have been accepted for filing with the Federal Communications Commission.
- 3) I am the President and Technical Director of Delta Radio, Inc., and have prepared the instant Technical Exhibit in my capacity as such.
- 4) The Technical Exhibit, of which this deposition is a part, and the measurements, calculations, studies and determinations upon which this report is based, were prepared by me or under my supervision and direction. All material contained therein is believed to be true and correct, to the best of my knowledge and belief.

Larry G. Fuss

Larry G. Fuss
Affiant

4/30/97

Date